What is claimed is:

1. A portable information terminal comprising:

a storage unit for correlating and storing location information and data;

a receive unit for receiving location information;

an extract unit for extracting data on the received location information from data stored in the storage unit; and

an information notification unit for notifying a user of the portable information terminal of information derived from the extracted data.

2. A portable information terminal of Claim 1, further comprising:

an operation unit for instructing to data storage; and

wherein the storage unit, when the instruction is made by the operation unit, correlates and stores data and location information received by the receive unit.

3. A portable information terminal of Claim 1, further comprising:

a location information select prompting unit for prompting a user to select a location information from among different pre-stored location information; and

a data select prompting unit for prompting the user to select a data from among various pre-stored data; and

wherein the storage unit correlates and stores data and location information selected by the user.

4. A portable information terminal comprising:

a receive unit for receiving location information;

an operation unit for instructing to store data; and

a storage unit for, when the instruction is made by the operation unit, correlating and storing the data and the location information received

5   by the receive unit.

5.   A portable information terminal comprising:

a location information select prompting unit for prompting the user of the portable information terminal to select a location information from

10   among pre-stored location information;

a data select prompting unit for prompting the user to select a data from among pre-stored data; and

a storage unit for correlating and storing data and location information selected by the user.

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6.   A portable information terminal of Claim 1:

wherein the information notification unit is a liquid crystal display for displaying an image corresponding the data, or is a speaker for outputting sound corresponding to the data.

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7.   A portable information terminal of Claim 1:

wherein the location information is a base station code of the base station with which the portable information terminal is communicating.

25   8.   A portable information terminal of Claim 4:

wherein the location information is a base station code of the base station with which the portable information terminal is communicating.

9.   A portable information terminal of Claim 5:

wherein the location information is a base station code of the base station with which the portable information terminal is communicating.

10. A portable information terminal of Claim 1:

5 wherein

the portable information terminal has a GPS receiver; and

the location information is information obtained based on the signal received by the GPS receiver.

10 11. A portable information terminal of Claim 4:

wherein

the portable information terminal has a GPS receiver; and

the location information is information obtained based on the signal received by the GPS receiver.

15 12. A portable information terminal of Claim 5:

wherein

the portable information terminal has a GPS receiver; and

the location information is information obtained based on the

20 signal received by the GPS receiver.

13. A method of controlling a portable information terminal, the method comprising the steps of:

correlating and storing location information and data;

25 receiving location information;

extracting data which correlates with the received location information from the data stored at the storing step; and

notifying a user of the portable information terminal of information derived from the extracted data.

14. A method of controlling a portable information terminal, the method comprising the steps of:

receiving location information;

instructing the portable information terminal to store data; and

storing and correlating, when the instruction is made at the instructing step, the data and the location information received at the receiving step.

15. A method of controlling a portable information terminal, the method comprising the steps of:

prompting the user of the portable information terminal to select a location information from among pre-stored location information;

prompting the user to select a data from among various pre-stored data; and

correlating and storing data and location information selected by the user.

16. A storage medium storing a program for enabling a computer to execute a method comprising the following steps of:

correlating and storing location information and data;

receiving location information;

extracting data which correlates with the received location information from data which is stored at the storing step; and

notifying a user of the portable information terminal of information derived from the extracted data.

17. A storage medium storing a program for enabling a computer to execute a method comprising the steps of:

receiving location information;

instructing the computer to store data; and

storing and correlating, when the instruction is made at the instructing step, the data and the location information received at the

5   receiving step.

18. A storage medium storing a program for enabling a computer to execute a method comprising the steps of:

prompting the user of the portable information terminal to select a

10   location information from among pre-stored location information;

prompting the user to select a data from among pre-stored data; and

correlating and storing the data and location information selected by the user.

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19.   A program to enable a computer to execute a method comprising the steps of:

correlating and storing location information and data;

receiving location information;

20   extracting data which correlates with the received location information from the data stored at the storing step; and

notifying a user of the portable information terminal of information derived from the extracted data.

25   20.   A program to enable a computer to execute a method comprising the steps of:

receiving location information;

instructing the computer to store data; and

storing and correlating, when the instruction is made at the

instructing step, the data and the location information received at the receiving step.

21. A program to enable a computer to execute a method

5 comprising the steps of:

prompting the user of the portable information terminal to select a location information from among pre-stored location information;

prompting the user to select a data from among pre-stored data; and

10 correlating and storing data and location information selected by the user.